



# Annual Report

## 2014

*Incorporating its subsidiary  
Social Housing Victoria's Annual Report*

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## Our Mission

Improving the lives of women by ending inequality

## Our Vision

Deliver exceptional services focused on creating opportunities for women facing disadvantage and be a powerful voice for women's equality

## Our Values

**Equity & Fairness:** We will be an authentic voice on issues facing all women, young women and girls to promote gender equality.

**Challenge:** The courage to challenge ourselves and others, to speak out and question.

**Innovation:** We will be forward looking in all our thinking and actions to encourage creative solutions.

**Respect:** We will have regard, tolerance and acceptance of the rights of women, young women, girls and others to their culture, beliefs and opinion.

**Diversity:** Understanding that no two are the same and they we will provide opportunities for women, young women and girls to realise their potential.



## CEO's Report

After a period of significant change, the organisation is moving forward delivering services and providing safe spaces for women, young women and girls. We have implemented our new organisational structure, relocated the office and refreshed our strategic plan. This increased focus is founded on integrated services and more effective, targeted training and employment opportunities for women within our housing and general community.

It has taken a great deal of focus and there is still more to do, however we now have a stronger platform to provide services to empower women and work with our community partners to achieve our vision over the next four years.

I am excited to present the refreshed Strategic Plan 2014 – 2018 within this report and will report against this to our members and funders into the future. Our actions for the next year include but are not limited to, the delivery of the She Leads Diploma of Management, creation of an Alumni, implementation of the SheVotes campaign and the investigation of an entrepreneurial enterprise. Watch this space!

Someone recently asked me what I had achieved in my first year in the role and on reflection I would have to say that this year has been spent listening, learning and understanding the legacy of the wonderful women involved in the organisation. It was also a year that I would call 'getting the house in order' in readiness for the next evolution of the company to ensure the provision of services at scale and measure the impact that will make a difference in the lives of women, young women and girls in Victoria.

It has been a challenge and continues to be so, as we develop a sustainable business model that will safeguard YWCA Victoria's future however it is an exciting phase that is made all the more enjoyable by working with women who are so committed to the cause.

I look forward to increased engagement and communication with you all to deliver the strategic plan over the next twelve months and thank everyone for their continued support for this wonderful organisation.

**Jan Berriman**

## President's Report

This year has been a significant one for YWCA Victoria where we established the foundations for the organisation to grow and remain strong for another century of promoting women's leadership and delivering exceptional services to women and the wider community.

The board of directors and management team guided the organisation through a restructure and consolidation of core business whilst refreshing our strategic plan. The relocation of both Social Housing Victoria and YWCA Victoria staff to the new premises at 164 – 180 Kings Way South Melbourne has strengthened the integration of both service delivery and programs.

We have focused on building transformative partnerships both within the YWCA movement across Australia and in the wider Victorian community, corporate and public sectors. We look forward to strengthening these partnerships into the future to challenge and grow partners involved to respond to the current fiscal environment.

Women's intergenerational leadership is a key to empowering young women realise their leadership potential. The international engagement opportunity for Krista Seddon (Director) as youth delegate for the UN Commission of the Status of Women will further develop Krista's leadership style. YWCA Victoria's young members' participation and receipt of a scholarship to participate in the World AIDS conference in Melbourne was another active opportunity.

Re-engaging with young women activists in our community through our hosting of two successful events this year has reenergised the team. The CSW58 Report and the Beijing Caravan Review +20 consultation was well attended and provided opportunity for all involved to articulate, discuss and debate women's rights and gender equality policies at the local, national and international levels.

All directors have worked tirelessly throughout the year and we have seen longstanding directors terms come to an end. I would like to thank all directors involved, in particular, Ivana Gillard, Rose Bryant Smith and Laura Hutchinson for their contribution and leadership to the YWCA Victoria. Laura acted as President for this reporting period and has committed her time at the national and state level whilst representing YWCA Victoria at international events during her six year term.

I look forward to the coming year with renewed energy and enthusiasm.

**Cara Gleeson** - Vice President



## Our History



On land purchased by the YWCA, new headquarters at 60 Russell St. were built with the help of the Connibere Brothers. 60 Russell St. housed the Melbourne YWCA from 1913 until 1975, when the organisation moved across town to Elizabeth St and opened the modern Jasper Hotel.



Although chronically short of funds, the YWCA increased the scope of its relief efforts during the Great Depression. During 1935 its cafeteria, open since 1913, served almost 80,000 meals at a low cost to working, and unemployed women, and 3894 women resided in its accommodations. Noting that "this is not a time for curtailing our work," General Secretary Jean Stevenson expanded Melbourne's vocational offerings during the early 1930's, claiming to have placed 500 women during 1931.

1913

1935



1882

At a public meeting, "for ladies only" 200 attendees voted to found Victoria's first permanent YWCA with the goal of the "spiritual, intellectual, and social improvement of young women." Sarah Booth, over her own protests, was named the first general secretary. The mission of the YWCA, as decided in that first meeting, included not only prayer and abstinence from demon liquor, but also: classes for secular instruction, assistance and lodging for migrants, an employment agency and factory visitation.

1887

Organised temporarily in 1872, Geelong's permanent YWCA was founded in 1886, partly due to demand for services from the women working in the city's woollen mills. The Y offered evening socials as well as life skills and language classes, including Mandarin!



1925

Physical culture had always been part of the YWCA program, usually to head off concerns about Tuberculosis. Changing ideas about women's health in the 1920's, however, led to greatly increased involvement in sports. In 1925 Melbourne YWCA acquired a sports field to host events and allow women to play previously verboten competitive sports. In 1930 the Y Rowing Club, already 20 years old, purchased its first racing boat, christened the *Robin Dockerty*. Outdoor holiday camps also became very popular in this period, and persisted in popularity through the 1970's.



1842

With no other organisation responsible for meeting the needs of service-women joining the war effort, the YWCA began a formal alliance with the Australian Comforts Fund to provide housing, meals, and other services to women enlisted in the Australian Army, Navy, and Air Force. The YWCA also joined the effort to organise labour on the home front. In 1942, YWCA Melbourne sponsored 700 participants in the "Garden Army."



Long concerned with the development of young women, in the 1950's the YWCA, and the rest of Australia, discovered the Teenager. Rather than young workers from the country arriving with letters from their mothers, residents of YWCA hostels during this period became much more likely to be placed by social workers. In response to changing needs the Melbourne YWCA converted one of its hostels to "teen-only" in 1958.



The "Young Wives Clubs" begun in the 1950's to combat suburban isolation were officially renamed "Y-wives" in 1969 and any age limit for membership was lifted. Still later such clubs would be renamed "Y-Women." In the early 1970's there were well over 30 "YWives" groups in Victoria.



Along with an increased focus on advocating for the rights of women in the workplace, and providing child care, the Melbourne YWCA holds its first explicitly political forum in advance of the national election in 1977.



Melbourne and Geelong have recently renovated or added to their housing units, and the 2013 sale of the Jasper Hotel has provided opportunity for the organisation to look to a new and sustainable future!

**1958**

**1969**

**1977**

**2014**

**1962**

Meeting migrants to Australia, providing safe temporary housing and helping them make contacts had been a YWCA activity since its inception, but in 1962 the YWCA in Melbourne was meeting 500 new Greek emigrants a month. Many female migrants on the "bride ships" of the late 1950's and early 1960's who chose not to go through with a planned marriage turned to the YWCA for safe housing, language classes and access to work.



**1973**

The late 1960's and early 1970's saw an expansion in property-holding by the YWCA. In 1965 an apartment house in Hawthorn and a holiday house and camp at Sorrento were purchased. 1975 saw the construction of the Y's new headquarters and hotel at 489 Elizabeth St. In 1973 the YWCA opened Richmond House at 353A Church St., to house 81 long-term residents in newly designed cluster units.



**1999**

YWCAs in Melbourne, Bendigo, and Geelong merge into YWCA Victoria.



## YWCA Victoria Community Programs

YWCA Victoria delivers a suite of programs tailored to the needs and aspirations of women, young women and girls. Programs are designed to empower, promote health and wellbeing, self-esteem, body image and build on their strengths to provide pathways to further learning, leadership and employment.

### **Women Achieving New Directions (WAND)**

The WAND program provides women in rooming houses access to social activities, events and programs that promote health and wellbeing in order to reduce social isolation and provide pathways to economic and employment opportunities. This program is the precursor to the women at work program and education.

### **Asista**

The Asista Mentoring program facilitates a one on one relationship between female mentors and young women 12-18 years within the child protection system. The Mentees benefit from a role model and engagement that has a positive influence in their lives. This program has been operational for fifteen years and has been successful for all those involved.

### **Women@Work**

Women@Work prepares unemployed women to enter the paid workforce through a gender specific work-readiness program. The activities build their self-esteem, confidence, knowledge and skills to enter or re-enter the workforce. This program will be strengthened into the future with mentoring to support women on their pathway to employment.

### **Encore**

The Encore program is a free aquatic based exercise program assisting women recovering from breast cancer to restore mobility, flexibility and confidence. Encore is a nationally accredited program that has been operational for over thirty years and reconnects women to their communities in a supportive environment.

### **Flygirl**

The FlyGirl program aims to provide young girls with an opportunity to be physically active and build a positive body image through a series of educational workshops improving self-esteem, self-care, nutrition and personal welfare in a creative and friendly environment. This program also builds stronger and more trusting relationships between mothers and daughters. The program will be undertaken in Geelong with women from the indigenous community.

### **Money Savvy**

Money Savvy is a financial literacy program for Year 9 and 10 students aimed at improving the financial literacy of high school students through a number of interactive workshops that provide information about debt, savings and superannuation. This program operated in partnership with YWCA NSW and their corporate partners.

### **Sista's Doing It For Themselves**

Sista's Doing It For Themselves was aimed at Aboriginal and Torres Strait Islander women by providing a 'speed mentoring' opportunity on the benefits of engaging and participating in political life. The program was provided in Melbourne and Shepparton with the support of the Greater City of Shepparton.

### **Child care**

YWCA Victoria is contracted by AMES to provide a child care placement service for newly arrived migrant families. The program assists families in accessing appropriate child care whilst they attend English classes and supports families with payment of child care costs.

### **Y's Women**

This program aims to provide opportunity for expectant mothers across the Geelong and Bellarine region to express themselves through art therapy activities, explore issues around parenting, to create social connections and exhibit art work in a public setting.

### **Leap**

Leap is a pre-accredited vocational course for women 18 years plus that are disadvantaged or unemployed. It focusses on pathways to employment and further education through building self-esteem and skills.

### **EveryGirl**

Through a series of workshops EveryGirl is aimed at girls in Grade 5 & 6 to enhance girls understanding of their human rights, their ability to influence community change, build resilience and their sense of belonging.

6



disadvantaged women gained further education and knowledge



23

students gained financial knowledge attending the Money Savvy program

37

young Aboriginal and/or Torres Strait Islander women were encouraged to participate in political life

48

young women in the child protection system benefitted from the Asista Mentoring program

53

young girls gained an understanding of their rights



1384

families accessed child care whilst they attended English classes

72

women affected by breast cancer participated in the encore program

30



women benefitted from women@work



20

women in Richmond House reduced social isolation by participating in the Wand program



21



expectant mothers participated in art therapy





## Social Housing Victoria Chairperson's Report

I am pleased to report that 2013 – 2014 year was a very productive time for the social housing team. Directors reviewed and strengthened the governance structures internally and established stronger commercial arrangements with the parent company, YWCA Victoria. This clarified and focussed our attention on delivering more professional housing services to our residents.

The restructure of the housing team to include a Property Officer has strengthened our ability to undertake the transfer of the Office of Housing stock to general lease. The commitment of substantial funds to undertake an independent property condition report on all stock has delivered positive outcomes for the organisation. It allowed the company to negotiate with authority and request substantial repairs and upgrades to deliver better amenity to our residents.

Integration of the YWCA Victoria community programs to the residents within our rooming houses has proved very popular and participations rates and outcomes with the WAND program were particularly pleasing. It was unfortunate that funding for this program ceased at the end of June however a submission to the Commonwealth Government is being considered. We are eagerly awaiting the outcome of their deliberations.

Secure and affordable housing is a strong basis for those most disadvantaged women in our communities to engage with educational, social and workforce opportunities. The most crucial issue for women, particularly as they age, is increased access to affordable housing that will meet their needs. It is a disturbing fact that forty percent of the women that we currently house are over fifty years old and a large percentage of those women are accessing our services for the first time in their lives. Our most elderly tenant is eighty three years old and has resided in our Carlton rooming house for the past ten years.

Whilst this will be my last report as the Chairperson of Social Housing Victoria I feel that the future of the company has been strengthened and will continue to provide exceptional services to the most disadvantaged women in our communities. I thank all Directors and staff for their support and will watch with interest the future outcomes for Social Housing Victoria.

**Sandy Bell** - Chairperson





**68%**  
reside in Rooming  
Houses



**78%**  
female residents



**29%**  
residents over  
55 years old

Social Housing Victoria (SHV) is one of the largest medium to long term housing providers for women in Victoria.

SHV currently provides over 100,000 nights of shelter to disadvantaged Victorians through our owned and operated properties in metropolitan Melbourne and Geelong.

The demographics of SHV housing continues to be steady with women occupying 78% of SHV housing stock. A further breakdown reveals that 68% of women live in shared accommodation and 10% are living in single occupancy dwellings mainly due to the housing type available. SHV is a regulated Housing Provider within the Victorian Regulatory system and as such, must meet the Performance Standards. There has been a concerted effort to integrate all YWCA Victoria community programs within the housing to ensure that women have access, confidence and knowledge available to participate within the community.

The past year has seen the delivery of the Women Achieving New Directions (WAND) Program to women living in our Richmond House property. The program was established to enhance the health and wellbeing of women living in shared accommodation by reducing social isolation, developing self-esteem, practical skills, resilience and friendships.

The women of Richmond House participated in a variety of activities over the last twelve months including cooking classes, jewellery making, craft activities,

singing, pampering sessions, theatre visits and community meals. Some of the women enjoyed learning how to row and a BBQ at the Y's Rowing Club in Albert Park. Last Christmas saw the creation of a Pop Up shop at Richmond House where the women sold an array of beautiful craft that they had made during the year.

More recently, SHV has established a partnership with CAE and are jointly delivering the Cook, Grow and Go Program at SHV's Warrigal Road Rooming House. The program is designed to build confidence, social skills and potentially provide a pathway to training and further education at CAE. The women are currently enjoying learning how to cook fresh, nutritious food on a budget and growing food to eat.

SHV has established a partnership with Cohealth. Cohealth is one of the largest community health organisations in Australia and our valued partnership has seen the delivery of quality services in several of our rooming houses addressing mental health, drug and alcohol issues. We look forward to expanding our partnership to more SHV properties over the coming year.

YWCA Victoria has partnered with the Royal Women's Hospital, through the Women's WADS Program with the aim of providing pregnant homeless women with safe, secure, affordable accommodation through Social Housing Victoria. The partnership will see disadvantaged women access a range of health care services; neonatal care, post natal care, drug, alcohol and mental health support increasing the prospects for this cohort of women to retain custody of their children.

**520**  
members



## Membership & Engagement

Our membership has remained steady this year and as we consolidate the business model there is work being undertaken to consult and establish the needs of our members from the organisation. The bulk of our members come from the associated memberships through the golf clubs and voting members comprise of one hundred and thirty eight (138) of our total of five hundred and twenty members (520). Whilst we have had sixteen new voting members in this financial year the membership numbers remain at those of 2013/2014.

In the next reporting year a membership and engagement strategy will be delivered to clarify and focus YWCA Victoria's membership offering to our supporters.

A number of programs operated throughout the year and included; A-Squad, School Girls programs, Coaching, Corporate team building, Come and Try Rowing Days and support for the participants of the WAND program.

Along with programs that have been run members trained and participated at the Nationals and were successful with a Silver medal in the final of the Open Club Women's Coxless Fours, pipped at the post by Melbourne University team. Congratulations to AJ, Clare, Fiona and Sarah!

The Club was also represented at State, Masters and many local regattas and the season finished with a 'hat trick' of gold at the Albert Park Lake Regatta.

Congratulations to the members, committee and supporters of the club for a great year.

## YRowing Club

The Y Rowing Club operates as a division of YWCA Victoria. It aims to provide a safe and friendly environment for its members to learn and develop their rowing skills and, if desired, to achieve competitive success.

Major capital expenditure enabled an update to the fleet with two new boats, purchase of a pair of steps enabling better use of the boats in a safer manner, purchase of a new boat trailer and to renovate the club rooms.

At the AGM the naming of the boats occurred "Janet Powell AM" and the "Gemma & AJ" in recognition of the contribution across the generations. Janet was the patron, member and life member of the club and Gemma as Captain and AJ as Vice Captain are two young women that are inspirational and dedicated to the club.

## YWCA Golf Clubs

The YWCA Golf Clubs have been active this year by providing competition golf and social opportunities for the women throughout Melbourne. The following six golf clubs have three hundred and eighty two members and provide women with access to affordable golfing participation, social and friendship opportunities. Particular thanks to the committees that organise the competitions and clubs.

- Spring Park Golf Club;
- Kolonga;
- Wyuna;
- Dendy;
- Mawarra; and
- East Bentleigh.



## Gender Equality Post-2015: A reflection from CSW

This event was generously supported and sponsored by Perpetual and was held on the 11th June. It brought together an inter-generational panel from the Not-For-Profit and NGO sector with the aim to share the experiences and learnings from the attendees of the 58th Commission for the Status of Women held in New York. The event was well received with over seventy attendees who had the opportunity to ask questions, understand the process and look towards CSW in 2015.

YWCA Victoria was well represented in New York by Krista Seddon, a young director for both Victoria and Australia who stated; *'We often question the actual influence of an individual on the negotiations at CSW. Considering the amount of participants, it is hard to precisely measure dialogue and influence.'*

However the YWCA strategy of equipping us with good materials, training, support and providing safe spaces were critical to the success of our advocacy messages. The influence of civil society was captured for me in the final days of negotiations and I was impressed at 3am when the Egyptian delegate and President of the Egyptian National Council for Women got up and said:

*"The future agenda for women faces a lot of challenges and we still have to work extensively on this. Women are the ones carrying most of the burden of the family, the community and country. Yet we are still here questioning and haggling whether or not women should be independent or autonomous – this is not logical. We shall not allow fundamentalists and extreme groups to disarm women from their rights. Mr. President, I am speaking here for all the women of the world. We will continue to struggle for our rights."*

The key message is that events are an important space for YWCA to raise their profile and to advocate on behalf of the 860,000 million young women around the world.

## YWCA Australia: Women Leading Local, National and Global Change

This year, Y women have continued to be the leaders of social change in their communities, reaching over 170,000 Australians through a variety of programs.

The YWCA Women's Leadership Pathway successfully engaged with over 2000 young women, offering school based and professional development opportunities through our EveryGirl and SheLeads programs. These programs examine cultural and gender stereotypes, create new areas of resilience and help women find their voice and unique leadership paths.

But it's not just young women who have had a great year with the Y. Over 800 ladies participated in our post-breast cancer exercise program, YWCA Encore, which continues to thrive and engage even after 40-plus years!

YWCA Australia also used the federal election as an opportunity to reach out to women voters through "Put Your Voting Glasses On," encouraging women to enrol and cast an informed vote through social media campaigns and "Meet the Candidate" forums.

The Equality Rights Alliance, Australia's largest network of gender equality organisations, continues to be managed by YWCA Australia. ERA's Housing Stress-O-Meter survey effectively raised political and public awareness around the impending housing crisis for older women in Australia with only 19% of respondents feeling comfortable and secure in their place of residence.

YWCA also travelled to the Australian Human Rights Commission and the UN Commission on the Status of Women and continued to lobby tirelessly for gender equality and an end to early and forced marriage.





## Treasurer's Report

This year was a year of transition for YWCA Victoria following the sale of the Jasper Hotel last year. The immediate challenges for the group were to invest the proceeds of sale in a long term investment portfolio, to evaluate the financial viability of ongoing operations, and to realign the scale of business overheads to reflect ongoing operational requirements.

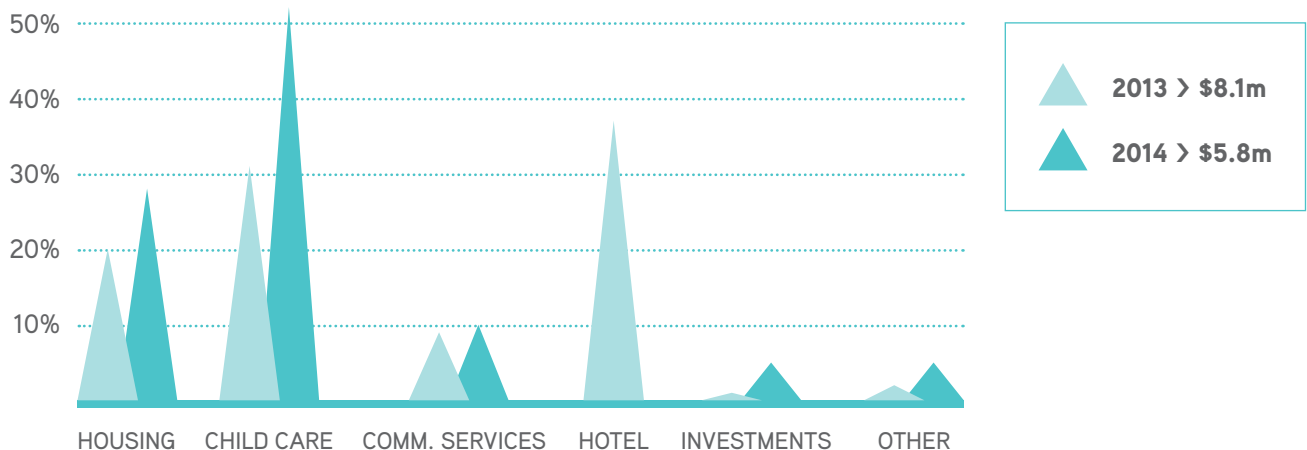
Credit Suisse were appointed to manage the funds obtained from the sale of the Jasper hotel. They will ensure the funds are invested prudently whilst managing risk and return to achieve a targeted annual of CPI + 4%. To minimise the risk, the funds were invested in the market over a 3 month period, with the funds almost fully invested by the end of February 2014. For the 6 months to 30 June 2014, a return of 4.9% pa has been achieved.

The Group relocated to South Melbourne in January 2014. Restructure of staffing was implemented between December 2013 and March 2014. While these changes incurred some initial costs for relocation and redundancy benefits, we were able to clearly see the financial benefits by the fourth quarter of this year. Some

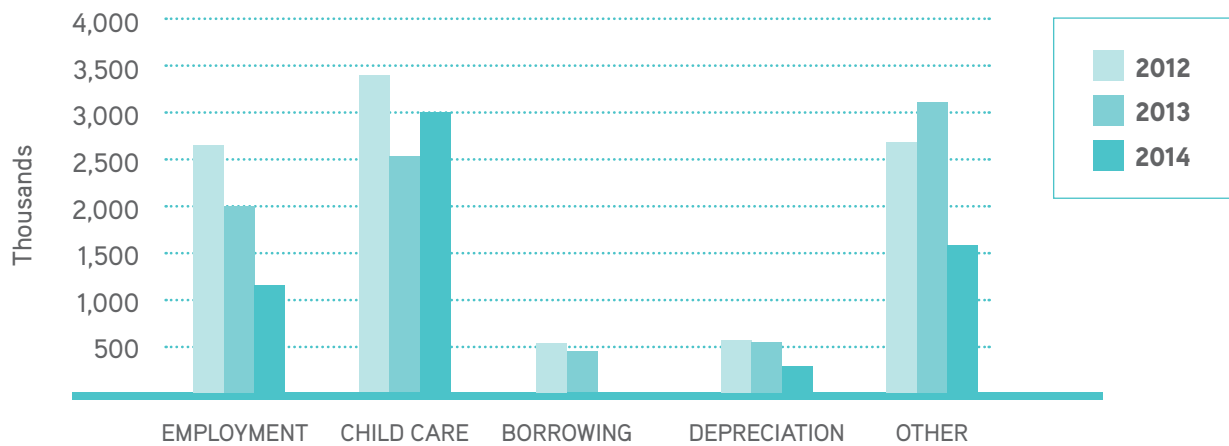
contractual obligations remain in place for the present, but will yield further savings in future as they become due for renegotiation.

The key management focus for this year has been on improving financial sustainability. Significant changes have been made in the second half in the management of our social housing operations to improve both long term financial viability and living conditions for our tenants. Work is ongoing on the development of long term asset management plans. Housing stock leased from the Victorian Government will transition to new lease arrangements in 2014-15, giving us better control of asset maintenance in future. Work is also continuing on the identification of opportunities to improve revenue and find sustainable pathways to deliver community services. The challenge for YWCA Victoria going forward is to ensure the continuing application of sound financial principles so that we achieve a sustainable operating profit and generate sufficient cash to invest in asset maintenance and renewal. Some courageous decisions may be required by the organisation over the next 2 to 5 years to achieve long term financial sustainability.

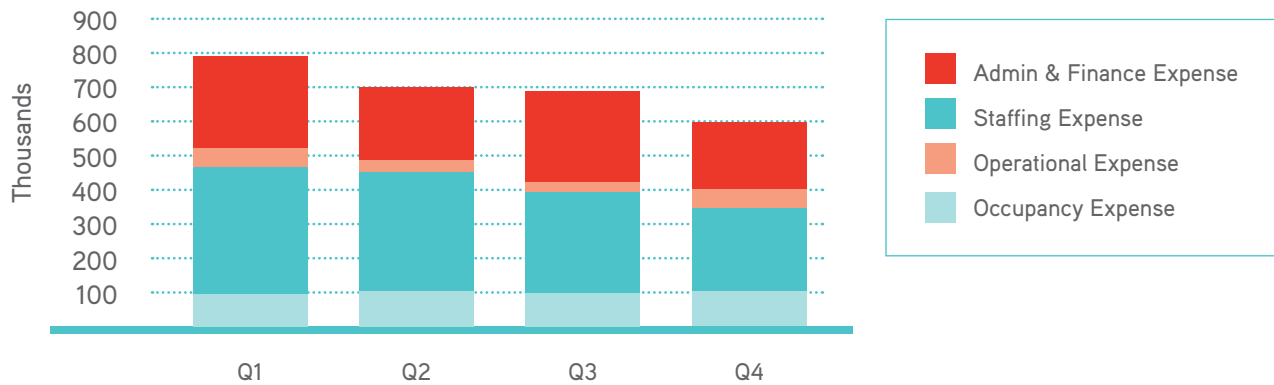
### Revenue Sources



## Expenses

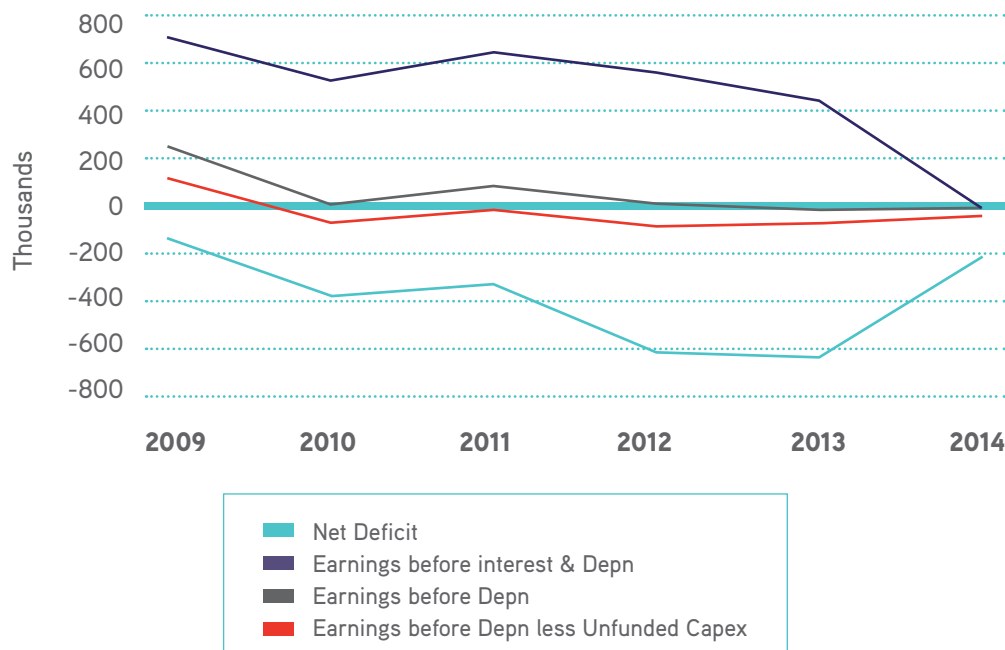


## Quarterly Operating Expenses 2013-14



## Underlying Operating Results

excluding capital grants and gains on sale of property, plant & equipment



## Strategic Plan 2014-2018

| GOALS  | 2018 IMPACT STATEMENT  |
|--|--|
| <b>Women's Intergenerational Leadership</b><br>We will empower women, young women and girls to realise their leadership potential in their lives and communities.  | Representation of young women in YWCA Victoria initiatives will increase by 25%.       |
| <b>Women's Rights</b><br>We will have a voice that is dauntless in its pursuit for gender equality and supported by programs and services that promote and protect the social, economic, cultural, civil and political rights of women, young women and girls. | YWCA Victoria membership will be engaged and increase by 30%.                          |
| <b>Housing</b><br>We will provide housing and services that strengthens women's connection within their communities.   | YWCA will provide 15% more housing and services for women, young women and girls.      |
| <b>Transformative Collaborations</b><br>We will seek transformative collaborations that challenge and grow all partners.   | Partnerships and collaborations with YWCA Victoria will increase by 100%.              |
| <b>Sustainability</b><br>We will drive sustainability through diversified revenue streams and strong organisational structures.  | The delivery of the Strategic Plan 2014 - 2018 will ensure a sustainable organisation. |



## In Memorial

### Kathleen Edwards

It has saddened us to lose Kathleen, one of our treasured Life Members this year. Kathleen began her longstanding commitment to the YWCA in 1963 and was Vice President of YWCA Australia in 1973, 1989 and again in 1977. Her countless contributions include the introduction of the Encore Program that assisted women recovering from breast cancer, a national program of YWCA Australia. Kathleen was recognised as a Life Member both nationally and in Victoria and was awarded a Medal of Australia in the 2010 Queens Birthday Honours List for her services to youth through the YWCA. Kathleen will be greatly missed by all at YWCA Victoria.

## Our Partners



We would also like to acknowledge:

Pink Affair, Albert Park Sports Club, Workskil West and The Victorian Women's Trust.

## Donations provided by

Pink Affair, YWCA Women's Friendship Groups, Latrobe Ladies Golf Club, YWCA Members, Red Geranium Friendship Group.

## Volunteers

Korey Barbousas, Steve Merlicek, Mike Josephson, Board of Directors YWCA Victoria and Social Housing Victoria.



[www.ywca.net](http://www.ywca.net)

[www.facebook.com/ywcavictoria](https://www.facebook.com/ywcavictoria)

[www.twitter.com/ywcavic](https://www.twitter.com/ywcavic)

## MELBOURNE REGION

164/180 Kings Way  
South Melbourne 3205

P: 03 8341 8700

F: 03 8349 3633

E: [ywca@ywca.net](mailto:ywca@ywca.net)

## BENDIGO REGION

20 Townsend Street  
Bendigo 3550

P: 03 5443 5465

F: 03 5443 5190

E: [bendigo@ywca.net](mailto:bendigo@ywca.net)

## GEELONG REGION

74-78 Little Malop Street  
Geelong 3220

PO Box 1820, Geelong, 3220

P: 03 5221 6333

E: [geelong@ywca.net](mailto:geelong@ywca.net)